REPORT TO THE COMMUNITY

SUPPORTING FUTURE LEADERS

THE MANY FACES OF THE SU
President’s Message

As the 68th Student’s Union President I am pleased to be able to provide this report to our community on behalf of the SU Executive and members of the Student Legislative Council.

The report describes the many faces and roles of the Student’s Union and major accomplishments and areas of progress in 2010-2011 that have resulted from the dedicated work of student leaders, management and staff of the SU on behalf of the undergraduate community at the University of Calgary.

It identifies the key directions, core services, programs, events and businesses of the SU and how they work together to improve the quality of education and the quality of student life. It identifies key partners and organizations that the SU works extensively with in delivering its mandate. Initiatives that are still a work in progress are also identified.

The report contains references to the 2010 student survey. These results provide insight into the perceived value of SU programs and services and have influenced SU decisions and directions.

2010-2011 has been an extremely busy year for the SU Executive and SLC members. It was a year in which the SU rebuilt its strategic direction for the next three years and under the leadership of the university’s new president, Dr. Elizabeth Cannon, began participation in a strategic planning exercise for the university as a whole. It was a year of implementing and refining a new SU governance structure and participating in future planning for the hub of student activity, the MacEwan Student Centre.

It was also a year reaffirming our commitment to the quality of education, the quality of student life and the affordability and accessibility of post-secondary education. The SU delivered a range of student programs, products, services, awards and events and actively advocated on behalf of students on important issues like the safety of secondary suites, tuition costs, the regulation of non-instructional fees, and government education transfers. It was a year of focusing on improving opportunities for undergraduates to get engaged in research at their university.

Above all it was a year of working hard to ensure that undergraduate students at the U of C had pride in their institution and had support from their SU in achieving their goals and enjoying their student experience.

The advances we have made would not be possible without the care and dedication exhibited by my executive colleagues, Hardave Birk, VP External; Alyssa Stacy, VP Academic; Jennifer Abbott, VP Student Life and James Delaney, VP Operations and Finance. Our Students’ Union continues to be a positive role model for other student unions in the country – a testament to the innovation and skills of these exceptional student leaders. Supported by a professional and talented staff, countless volunteers and faculty representatives dedicated to the well-being of students in their faculties, I believe there has seldom been a better team serving the needs of our students.

I would like to thank all undergraduate students for the opportunity to represent them and lead their Students’ Union. I have been humbled by the many experiences and lessons I have learned in this leadership role. I encourage all students to learn more about their SU and how it can positively impact their experience at the U of C.

I hope that I pass a torch on to the 69th Students’ Union President and Executive that burns a little brighter. I wish them success in their journey.

Lauren Webber, 68th Students’ Union President
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Executive Summary

This Report provides detail on the various roles and responsibilities of SU and its achievements and progress on behalf of the undergraduate student community at the University of Calgary. 2010-2011 has been a year of accomplishment and progress as summarized below.

Strategy, Directions & Organizational Development

In 2010-2011, the 68th Executive and Student Legislative Council set out a new course for the organization through review and refinement of the SU Strategic Plan. The SU President represented students as a member of the U of C Strategic Plan Steering Committee on future directions of the university and built positive and proactive working relationships with the President’s Office, the Board of Governors and university administration. The SU implemented a new governance structure broadening representation from all faculties and introducing the new Student Life Portfolio. A major Clubs policy review was completed. The SU was pleased that SU General Elections in March experienced record student voter turn-out.

Branding the SU - Communications

In response to student survey feedback, the SU developed and launched the initial year of a major SU branding strategy. The SU launched a new website, undertook a make-over of the SU Information Centre/Lost and Found and completed the planning phase of a new SU/NUTV digital messaging network for the Student Centre.

MacEwan Student Centre (MSC)

As the hub of student and campus community activity, the SU continued to focus on the completion of major renovations to MSC including new clubs space, the relocation and redevelopment of That Empty Space, the introduction of four new food outlets, the launch of ‘Q’ Centre and the creation of additional food court and courtyard seating. The SU also became engaged in a U of C Steering Committee responsible for the research, planning and design of a long term Master Plan for the Student Centre.

Quality of Education

In 2010-2011, the SU represented student interests in the development of the U of C Institutional Learning and Teaching Plan and continued to engage the academic community on concerns surrounding academic materials. The SU focused on the provision of cost-effective programming including the book consignment program, the Book Loan program and providing a reasonably priced alternative for course packs.

Student feedback on university performance remained a priority as the SU strongly promoted student participation in the National Survey of Student Engagement (NSSE), the U of C Universal Student Ratings of Instruction (USRI) and the Teaching Excellence Awards.

Student participation in the annual Undergraduate Research Symposium grew as over 120 undergraduates presented their research to judges, students and other members of the campus community, a 50% participation increase and an increase in the awards offered over last year.

The SU continued to offer a number of financial supports and monetary awards programs to promote engagement, leadership and career development. The popular Travel and Conference funding program enabled over 260 students and 32 groups to attend conferences and competitions. To support student summer employment opportunities in their field of study, the SU introduced SUPER Work.

Quality Money

Quality Money, built on the foundation of university/student partnerships and creating pride in our institution continued as a flagship program for the university. This one-of-a-kind program has empowered students, faculty and all members of the campus community to advance innovative ideas to improve the quality of education and the quality of student life at the U of C. For 2011-2012, the SU has approved 19 new projects totaling over $1.5 Million. The SU looks forward to advocating on the renewal of the program with the Board of Governors.

Quality of Student Life

Quality of student life remained a priority direction for the SU and more students chose to become engaged in their university experience. 2010-2011 saw the list of SU-sanctioned student clubs grow from 220 to 245 and the launch of new club meeting space. The Clubs program expanded with new events and new opportunities - the Clubs Leadership Summit, the Clubs Town Hall and the first-ever Students’ Union Club Awards.

On the events front, for the first year the SU session at Orientation Week was considered compulsory for first year students and welcome events drew over 4,000 students. Nogfest, the seasonal celebration of the end of the fall term resulted in 213 (ugly) sweater sales and a $2,700 donation for the Tom Baker Cancer Centre (double last year’s contribution). Bermuda Shorts Day will celebrate its 50th anniversary and the SU is launching a Be a Smart Drinker Campaign to remind students to be safe. Weekly That Empty Space events and special events like Wellness Week and Cultural Month were well attended this year.
2010-2011 was also a year that focused on sustainability efforts. Given that the MacEwan Student Centre itself can generate a metric tonne of waste per day, the SU and Sustainability Board launched a Student Centre Styrofoam free campaign, surveying students and resulting in a planned September 2011 implementation date. Trash Talk, a waste reduction focused event, brought attention to the challenges we face in the MSC.

SU Volunteer Services continued to expand opportunities for students to get involved. 11 volunteer programs are currently supported by approximately 250 volunteers and 11 part-time student coordinators. Through several fundraising events, like Hunger Week and the Holiday Food Drive, the Campus Food Bank continued to provide support to needy members of the campus community and their families.

Advocacy

On the municipal front, the SU’s iVOTE campaign saw significant increases in student involvement in the 2010 civic election, a well-attended mayoral forum and a polling station in the Student Centre. The SU continued its major campaign on the legalization of secondary suites through lobbying efforts and a major poll in targeted Calgary neighborhoods.

As a member and Chair of CAUS in 2010-2011 the SU partnered with other post-secondary student organizations to lobby at senior levels of government for the regulation of non-instructional fees, amending the way federal student loans are awarded, the Copyright Act, and creating a dedicated Canada Education Transfer to ensure adequate funding of Canada’s post-secondary institutions. In March the SU began discussions on the student agenda for the upcoming federal election in early May.

At the university level, the SU provided a student voice on University Board of Governors, the Senate and various academic and steering committees to ensure that the views of undergraduates were heard. Although tuition increases were minimal this year, the SU continues to focus on dramatic tuition cost increases resulting from mandatory non-instructional fees and business market modifiers implemented by the university.

Financial Management

The SU continues to maintain a diversified and balanced range of revenue sources shielding it from major market fluctuations in industry or business sectors. In 2010 approximately 83% or $10.54 million of the SU’s total operating revenue was produced by a range of businesses and tenant revenue, keeping student fees low.

Partnerships

2010-2011 was a year of change as the SU participated in the installations of President Elizabeth Cannon and Chancellor Jim Dinning. The SU President also met with individual Board of Governors Members to speak about the SU as an organization and its home, the MacEwan Student Centre. The VP Student Life partnered with Student & Enrolment Services to launch the Campus Engage Committee, bringing together 20 university services to discuss and plan the coordination and promotion of campus events and initiatives. The SU has partnered with several university organizations, faculties and departments to build events and activities for students and through its formal partnership program provided a range of financial, communications and in-kind support to student and university activities.

This Report also identifies unfinished business – major initiatives and activities that will carry forward to the 2011-2012 SU executive taking office in May 2011 to ensure continuity and continued progress.

With a diverse constituency and many roles, the SU continues to respond with a broad diversity of programs, products, services and events – many that target the specialized needs of a few, many that appeal to larger interest groups and many that target the undergrad community as a whole. Above all, the Students’ Union stands as a common voice for the undergraduate student community at the U of C.
A. The Student View on the SU

The SU Survey is conducted each year during March and the results have been used during the past year to guide executive strategic planning, the Quality Money Committee, tuition consultation, the Institutional Learning Plan and other decisions and activities of the SU.

In 2010, a total of 2,413 U of C undergraduate students took the survey. The views contained within the survey primarily reflected views of students in the first three years of study (70% of responses) from a broad cross-section of faculties (largest samples from Arts 31% and Science 20%).

Student Perception

Student respondents indicated that they feel and know they are represented (“There for all students” – 70%) and understand the Union’s purpose for existence. There is also a sense of inclusiveness, relevance and value for money although a significant percentage of students wanted to know more about the SU’s programs and services.

A Sense of “Community”

Students expressed a strong sense of being part of the university community (75%) yet only 1 in 4 felt like they were part of the SU. When asked about voting in SU elections, the largest response for not voting was not enough information or knowing how to (39%). When asked about specific functions of the SU, including who to contact, the perception of the SU was less favourable (40%).

The SU as an Effective Communicator

While generally students felt that the SU was accessible (61%), approachable (61%) and an effective communicator (61%) communication challenges remain that need to be addressed. There was a strong indication from clubs that they could assist in communication efforts.

The SU Businesses

Students believed that the SU is successful in making money through its businesses in order to reduce costs to students and that these businesses are reliable and accessible. It was believed that running businesses was not contrary to organizational values.

The SU as an Effective Advocate on Student Issues

60% of students felt that the SU was an effective advocate for access to post-secondary education, fairness in academia and institutional infrastructure and conveyed consistent and accurate messaging on the student position. Students trusted the SU to represent their interests and recognize opportunities and seize them.

Many other perceptions and views on the SU and its programs and activities are spread throughout this report.
B. The SU Strategic Plan 2010-2013

The SU as a Strategist

In 2010 the Students’ Union three-year strategic plan came to an end. This framework served to communicate to the undergraduate student community at the U of C what the SU is all about and what it hopes to achieve on behalf of its constituents. It has also kept the SU on track to address issues that are important to post-secondary students.

The 68th SU Executive was tasked with reviewing the sun -setting strategic plan to ensure its relevance to an ever-changing post-secondary environment. The result was respecting the goals and directions that remained relevant today and reworking vision and guiding principle statements to ensure that they reflected the organization and its objectives over the next three years.

The final product of the Executive’s work included a recommitment to the Mission Statement and the redefinition and simplification of the vision statement, strategic pillars and guiding principles.

Our Mission
The SU exists to serve and represent the University of Calgary undergraduates. Through a unified voice we are dedicated to enhancing the quality of student life and the educational experience.

Our Vision and Strategic Pillars
We will provide the highest quality of service and representation to our constituents. Our aim is to become the core of student life at the University of Calgary by fostering a sense of pride and belonging.

Responsive and Service Oriented - We will strive to be flexible and focused on the experience of individual students. The needs of our members will drive service provision and organizational decision-making.

Community Building and Outreach - We will nurture a thriving campus culture by working with diverse stakeholders to strengthen relationships and provide support for their success.

Responsible Representation - We will be recognized as the definitive voice in all student matters and respected as an equal partner. We will actively seek to understand the needs of our constituents and will affect change on their behalf.

Our Guiding Principles

Affordability and Accessibility
We believe that post-secondary education should be available for people from all backgrounds, and financial limitations should not prevent anyone from obtaining an education.

Academic Focus and Policy Driven
We advocate for University of Calgary undergraduates based upon principled organizational stances and responsive policy that prioritizes the academic needs and experiences of our students.

Sustainable Growth
We build our organization to meet future needs of students in a responsible and environmentally conscious manner to ensure the lowest possible cost to students.

Good Governance
Through responsible governance, transparency and accountability, we make effective use of resources and lead the Union in the best interests of our members.

Calgary Secondary Suites 
Students’ Union, University of Calgary

Public Opinion Poll (Online/Telephone Survey)
Report to Support News Release

Prepared by: ZINC Research (www.zincresearch.com)
March 23, 2011
Strategic Directions for 2010-2011

Through a series of sessions, the 68th Executive engaged in a process to set out key strategic directions, priorities and project plans that reflected the overall vision and strategic pillars of the plan, the current academic environment and the campaign commitments made by all Executive before coming into office.

Community Building & Outreach
A commitment to better branding the SU and communicating its mandate and programs and services. It is important that students and university administration and committees better understand what the SU stands for and provides. Better engaging students and building relationships with student groups and services on campus and constant collaboration with university administration were considered key components of this direction. Pride in being a University of Calgary student was a key goal.

Responsive and Service Oriented
A commitment to continue to build new relevant policies (compulsory fees, environmental/academic materials, student life and travel and conference) and increase participation in policy-making. Part of this direction was the need to evaluate the performance of the organization on an ongoing basis to ensure an accountable and effective organizational structure and relevant and well-used programs and services.

Responsible Representation
A commitment to advocate for better quality of education through current resources and engaging in issues. To advance these key directions, the Executive set out a series of project plans for 2010-2011 and actions that would be taken by members of the Executive Team under their specific portfolios. As a whole the Executive Team was committed to an ongoing integrated effort on advocacy, relationship building and student engagement.

A key to the SU’s success lies in its representatives’ ability to build strong and positive relationships with the Board of Governors, university administration and faculty leaders, its student constituents and externally with post-secondary lobby groups at the provincial and national levels. The Executive was committed to building a strong and respected voice on behalf of its community of over 25,000 students.

An underlying objective of the current Executive Team, one that threads through all the project plans was to ensure that the SU focused on building student consultation, involvement and activism and student pride in their post-secondary institution. The SU must advocate for student rights and promote student representation on decisions and issues that impact them.

Key Messages
As part of its strategy discussions and to support a branding strategy defined in this report, the SU Executive adopted key messages that define and support its key directions.

OUR PROMISE: TO SERVE & REPRESENT
With the MacEwan Student Centre as our home, the Students’ Union exists to serve and represent University of Calgary undergraduates. Through a unified voice we are dedicated to:

Quality of Education
To advocate on academic matters and provide academic services and programs that enhance the quality of your educational experience.

Quality of Student Life
To enhance the quality of undergraduate student life on campus.

Affordability and Accessibility
To advocate for the student community on an affordable and accessible post-secondary education experience.

This begins with a clear understanding of who the SU is and the relevance of what it offers.

Key Messages
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C. The Future Direction of the University of Calgary

Partnering in the U of C Strategic Plan

With the installation of Dr. Elizabeth Cannon as the new U of C President in 2010, a key direction of the President was to build a consultative stakeholder process to set out a new Strategic Plan and long term direction for the University.

Under the banner of ‘excellence’ the President launched a 99 day "Shaping Our Future" consultation process, which lead to the introduction of Project Next in November of 2010. Project Next set out to outline university objectives, unique advantages as an institution and scope of its operations. It is intended to reflect a shared vision of all university stakeholders which will be used to guide the university in its planning.

The SU President was appointed as a member of the Strategic Steering Committee of Project Next to assist in defining and advancing a strategic consultation process that would result in a clear strategic statement for the university by June 2011.

Student participation in strategy workshops planned by the university was low. To ensure that the student voice was represented, in a short timeframe the SU planned and conducted a student engagement workshop in March which was attended by approximately 100 students. Students answered questions on why they chose the University of Calgary for their studies and now that they have studied here for a while what factors contributed to and detracted from an excellent student experience. The SU is crafting a submission to the university on the basis of the workshop in order that a broader student viewpoint can be considered in the university’s future plan.
D. Strengthening Our Organization

The SU as a Government

On the heels of an SU Governance Review, the SU believed it was important to continue to focus on its organizational structure, policies and processes in 2010-2011 towards making them more responsive to student needs and interests.

Governance Changes / Structure

The 68th Student Legislative Council was challenged to implement governance changes that were brought forward during the 67th SLC. The current governance structure was implemented as a means to broaden representation from all faculties on SU, university and Faculty matters. The 68th SLC is composed of seventeen Faculty Representatives that were elected by students in the Faculty and five Executive positions that were elected by students-at-large. The 69th SLC will see an additional Faculty Representative position allocated to the Faculty of Science for a total of three positions.

The VP Student Life position (formerly VP Events) was implemented this year with a focus on non-academic aspects of student life. This included a refocusing of the portfolio to expand to institutional advocacy on all non-academic aspects of student life. Examples include leadership programming for Clubs, health and wellness initiatives and building relationships with university units such as the Chaplain Centre, Native Centre, Career Services, Wellness Centre, Women’s Resource Centre, Dino’s Athletics and Community Service Learning.

The 68th SLC improved its reporting accountability from its at-large student representatives from the Board of Governors and Senate so that the SLC would become more aware of these core university units.

The SU began preliminary discussions this year with Faculty Clubs to strengthen relationships, governance and advocacy efforts. Faculty Clubs are integral to the SU’s governance structure as their linkages with SLC representatives add value to the decisions made at SLC. Discussions will continue with the 69th SLC.

Union Bylaw – Policy

The SU Governance Review Committee undertook a major Clubs policy review this year. With hundreds of active Clubs, the SU reviewed its processes and policies to better serve them.

A Clubs Town Hall was held in November 2010 where Clubs were asked what was currently functioning well and what needed improvement. The Governance Review Committee hopes to have a set of Club principles passed in April 2011 to guide all future Clubs policy.

Process and Reporting

As per requirements outlined in the Post-Secondary Learning Act, the SU submitted its Financial Statements for the Year Ended June 30, 2010 and Strategic Plan to the Board of Governors on December 9, 2010. The SU presentation of how it currently serves and represents students was well received.

SU Elections Overview

In terms of student voter turn-out at the annual General Election, of an average 22,000 to 24,000 eligible voters over the past 5 years, a range of 12-19% of students took advantage of their voting rights in the annual March elections. In March 2011, the SU saw record voter turn-out with 5,682 voters or 23.8% of eligible voters. This was a 7% increase from the previous year.

The SU held a by-election for outstanding positions in October 2010 and at the same time solicited student votes on a referendum question regarding the elimination of the Career Services and Access Fees being paid by students. The SU was no longer administering the Fees as a result of a decision by the University of Calgary to recognize these services as university administered services funded through the University General Non-Program Fee.

SU Management and Staff

As a student-lead and staff-run organization supported by a student volunteer base, the SU has a diverse organizational structure to manage the scope of its businesses, services, programs and events. Under the overall direction of the Student Executive, a General Manager and a management team of 16 professionals work closely with 31 full time staff, 160 part time staff and countless volunteers to manage and deliver a wide range of services to the organization and undergraduate students.

The SU has maintained staffing at the same level as the previous year while being committed to diversifying skill sets as the organization evolves. Positions have been reallocated to the events business in response to increased levels of business.
E. Branding the SU

The SU as a Communicator

In support of its Community Outreach direction, in 2010-2011 the SU began the process of advancing the SU brand in its marketplace. Based on student survey feedback, SU constituents wanted to know more about the SU and its programs and services and who to contact. It was also incumbent upon the SU to create a greater sense of community and belonging to the organization that represented them.

SU Executive invested considerable time in developing and launching a branding strategy understanding that creating brand value was not a short term initiative. This year marked the launching a branding strategy understanding that creating brand value was not a short term initiative. This year marked the beginning of this direction.

With the premise that the SU’s brand promise is to “Serve and Represent” the undergraduate student body at the U of C, the SU worked to:

- Standardize the SU Look – Use of Its Logos and Colour Scheme
- Raise the Profile and Recognition of the SU through:
  - General Awareness Campaigns (Did U Know Campaigns, New Information Brochure, New Website Presence and Design, Executive Communication Kits)
  - Information Desk Redevelopment
  - Signage and Physical Presence in the Student Centre
  - Presence at Major Events
- Identify three key or overarching messages that the SU would use throughout the year to reflect what the SU does for its constituents
- Improve understanding of the SU with the university, Board of Governors, Clubs and the student population through Executive and SLC networking opportunities and presentations

Branding efforts will continue through 2011-2012 and beyond to continue to raise the profile and understanding of the SU with students. A specific target will be first year students.

Communications Strategy

To complement the branding strategy, the SU developed a 2011-2012 Communication Plan to define the tools and tactics that would be used to communicate a range of messages to students. A weekly communication plan with priorities was established by semester to guide Executive and staff communication efforts through the year.

Through the 2010 student survey, undergraduates expressed views on their preferred communication mediums. For the past three years students have indicated that they prefer the same type of communication mediums (email, websites, posters/banners/flyers, word of mouth, Facebook). While students generally feel we use these mediums well, the messages through these mediums may need to be refined or increased given other survey responses often indicating “lack of information”.

While the U of C website is cited as a much-used resource, the SU website ranked 7th. In reaction to this the SU developed and launched a new website in September 2010. Several new web site projects have been identified and prioritized and plans are being made to move them forward in 2011-2012.

This year also saw the planning and development of an acceptable display procedure policy to guide decisions on promotional materials and events in the MacEwan Student Centre.

To advance a more sustainable approach to marketing and promotions, the SU proposed the introduction of a new digital messaging network in the Student Centre in partnership with NUTV. This project proposal was approved under the Quality Money program and will be launched in 2011-2012.

Plans for 2011-2012 will also include better definition of opportunities for external organizations and businesses to reach into the student market at MSC and an improved signage and banner policy for the Centre.
F. The Students’ Home - MacEwan
Student Centre

The SU as Manager of the Student Centre

The MacEwan Student Centre, is the hub of student activity on campus and the home of the SU and the Graduate Students’ Association. The building serves as the centre of the legislative, executive and administrative arms of the SU, provides a range of lifestyle products and services for students and staff at the U of C, provides facilities for student clubs, societies and activities, accommodates social, recreational and cultural activities and symbolizes the non-academic aspects of the university experience.

The SU serves a primary role in the Student Centre as the steward and manager/operator of the building by virtue of an agreement with the U of C Board of Governors. The SU has made significant contributions to both the initial construction and the ongoing renovation and improvement of the Centre.

The SU invested over $900,000 in capital improvements in the Student Centre in 2009-2010. In 2010-2011, a further $3.0 million investment brought several multi-year improvement projects to completion, including:

• First floor addition of clubs space, the relocation and redevelopment of That Empty Space and storage space
• Second floor infrastructure to build and launch four new food outlets, including Korean BBQ, Umi Sushi Express, Curry & Grill and one additional booth in the fall of 2011
• The purchase of additional food court seating bringing the seating capacity to 1,020
• The launch of ‘Q’ Centre for Sexual and Gender Diversity
• Improvements to the Volunteer Services Offices/Campus Food Bank

• Third floor atrium North and South seating circles - six new flush mount floor plugs were installed creating a much better study space. Couches were purchased earlier in the year.

Several more facility projects are underway, including:

• Campus Vision – A new optometrist office is nearing completion
• Renovations to some current food court outlets including the installation of new fire shutters
• Improvements to alarm systems to improve building safety
• Cosmetic and fixture improvements
• HVAC system upgrades in the Ballroom

The SU Facilities Department is committed to ensuring the cleanliness, health and safety of students and campus community members within the Student Centre.

MacEwan Student Centre Master Plan

In 2011 the SU, as a key stakeholder in the MacEwan Student Centre on behalf of students became engaged in a University Steering Committee responsible for the research, planning and design of a long term Master Plan for the Centre. The overall goal is to create a 10-15 year view of what the MSC might or could be. Guided by an architectural firm, the SU is partnering with the University of Calgary Facilities Development, Enrolment and Student Services and the Graduate Students’ Association to develop the plan.

This project is in the early discussion stages and it is anticipated that there will be consultation with the undergraduate student community on needs and future uses as part of the planning process. This project will continue well into 2011-2012.
G. The Quality of Education

The SU as a Voice in Educational Excellence

A key focus of the SU in 2010-2011 was to continue to advance and evolve programs, services and events that target enhancing the quality of education for undergraduate students through awareness, involvement and advocacy.

Academic Plan Development

Institutional Learning Plan

The SU has been involved in the development of the U of C Institutional Learning and Teaching Plan and advocating on the importance of achieving excellence in teaching and research in order to make the institution a better place to build and create knowledge. The Plan can serve to recognize barriers which the campus community faces and to promote possible solutions at an individual, faculty and campus wide level.

After student consultation and input, the SU made a submission to the Institutional Learning and Teaching Plan Task Force who have been tasked to submit a report on an Integrated Framework for Learning and Teaching (IFLT) at the U of C. The IFLT will influence teaching and learning at the university for the next five years.

The SU’s core recommendation for the IFLT was that teaching be recognized on par with research. The SU looks forward to continuing as a core stakeholder on the Task Force as well as a member of the Instructional Spaces Advisory Group (ISAG) which will be providing a detailed analysis of student spaces on campus.

Canadian Roundtable on Academic Materials (CRAM)

The main purpose of CRAM is to open a national dialogue about the cost of academic materials for students, create awareness surrounding alternatives to textbooks and information sharing between stakeholders. CRAM is currently in transition and is not active at the national level.

This year, the SU engaged the academic community on campus by highlighting concerns surrounding academic materials. Internally, the SU has placed academic materials as a permanent advocacy issue to be taken on by the Vice President Academic.

Open Access Week was held from October 18-27. The SU hosted and co-sponsored a presentation by Jean-Claude Guédon from the Université de Montréal on the topic “Reaching the ‘Tipping Point’ in Open Access”.

Supporting Student Involvement in Ongoing University Evaluation

The SU has an important role in ensuring that the student voice is heard on the quality of the university experience and university academic programs and services. To this end, the SU participated in and promoted the following vehicles for student feedback.

National Survey of Student Engagement (NSSE)

NSSE is a survey that measures students' levels of engagement with their institution. On an annual basis, NSSE obtains information from hundreds of four-year colleges and universities in Canada and the United States about student participation in programs and activities that institutions provide for their learning and personal development. The SU promotes student involvement in NSSE and encourages the university to address the results that we receive from our students.

U of C Universal Student Ratings of Instruction (USRI)

The purpose of the USRI is to provide a common measure of instruction that can be used by students in course selection, by instructors to enhance their instructional activities and by administrators responsible for the evaluation of instruction. The SU partners with the university in promoting student involvement in USRI.

Teaching Excellence Awards (TEA)

The SU manages the Teaching Excellence Awards (TEA) which recognizes individuals who make significant contributions in assisting students reach their highest potential. The SU Teaching Excellence Awards is the only campus-wide recognition program for instructors who make a long-lasting impact on students. Most importantly, students determine the nominees and winners.
Since introduction of the financial donation component of the award, the McKimmie Library has received $48,750 and the Teaching and Learning Centre has received $28,000. In 2008 - 2009 the program expanded to include Teaching Assistants.

Nominations for fall and winter semesters have been received and award winners will be recognized at a gala SU event in April. In 2010 six instructors were inducted into the TEA Hall of Fame for multiple wins.

In the 2010 student survey, 95% of respondents indicated they were very or moderately satisfied with TEA.

Academic Programs and Services
Overall SU academic programs and services were rated in the good to excellent range by 77% of students responding in the SU survey. SU scholarships and bursaries, travel and conference funding, locker services and student ombudsperson services were all rated as good to excellent by 85% + of respondents.

Book Loan Program
Since 2003, the Students' Union has partnered with the U of C Bookstore to offer students a helpful way to obtain text books and other materials they need to succeed. Recognizing that some financially strapped students find themselves either dropping or failing a course because they can't purchase the text books needed to study and complete assignments, the SU and the Bookstore began the Student Book Loan Program. Through the SU's Quality Money initiative this program has been able to assist a total of 40 students with the greatest financial need each semester.

Online Exam Bank
Launched by the SU in 2010, the Exam Bank offers 11,327 pages of exams. Students can access these digital resources via the Internet.

Lockers, Book Consignment and Print Services - Bound & Copied
The SU's own copy centre/used bookstore continues to provide low cost copying and binding services, rental lockers, used books and a book sale consignment service. At the start of 2011 Bound & Copied consigned its 2 millionth book. By the time this academic year is over B&C will have over 22,000 consignors.

In keeping with the SU's sustainability goals the nickel copier room now has 2 copiers that can scan to email, so students can email their notes to each other without printing paper copies. Bound & Copied uses all of its paper twice.

Bound & Copied has also recently purchased a large format printer to expand its services and better meet the needs of the campus community.

Library Fee Levy – Library Endowment
Each year undergraduate students at the U of C contribute $10 ($5 per semester full-time. $2.50 per semester part-time) to a Library Endowment Fund. Students voted to create the Fund in 1997 and the Library matches the donation. Student fees are dedicated primarily to expanding the library book collection, to book repair and to extending library services. Book plates acknowledging the donation are affixed to the books and undergraduate students are hired to fill nonprofessional positions that are created out of the donation.

Student Ombuds Office
The SU, the U of C and the Graduate Students' Association jointly fund the operation of the Student Ombuds Office. The current Ombudsperson, Robert Clegg, was appointed in March 2010. The Ombudsperson provides guidance and advice to students facing academic or non-academic proceedings and makes recommendations, where appropriate, for changes in university policies and procedures.

The Ombudsperson reported that 397 undergraduate students requested assistance between July 1/09 and June 30/10, up from 307 students in the previous period. Plans are underway for the Ombudsperson to begin releasing annual reports to the university community beginning next year to enhance public accountability of the office.

Quality Money
The SU as an Investor in Student Ideas
A unique partnership between the SU and the U of C Board Of Governors, Quality Money, is at the core of what can set the U of C apart from other post-secondary institutions as it strives to redefine itself and set a clear future direction though the President's strategic planning initiative. Quality Money is built on the foundation of partnerships and creating pride in our institution. It empowers students, student groups, on-campus organizations, staff, faculty and all members of the campus community to come forward with innovative ideas to improve the quality of education and the quality of student life at the U of C. It encourages members of this community to come together to make campus life better and, in essence, enables participants to create their own lasting legacies.

Quality Money has invested close to $10.0 Million in 70 projects over its seven year history targeting improvements in the quality of education and student life on campus.
For 2010-2011, 15 projects valued at $1.6 Million were approved by the Student Legislative Council (SLC) and are underway. Physical space changes, including expansion of club space, pedestrian ways and new lockers and furniture at the MacEwan Student Centre are nearing completion. Other physical space projects include a 2010 Class Legacy gift in the form of a piece of art by Marjan Eggermont that will enhance the new Energy Environment Experiential Learning Building and the development of a media commons in support of learning and research in the new Taylor Family Digital Library.

Applications for the 2011-2012 edition of Quality Money have been received and the SU’s Quality Money Committee has approved 19 project proposals totaling over $1.5 Million. This includes a range of space development, academic and career programming, fitness and sustainability programming and student engagement events proposed by a range of university and student applicants.

The SU looks forward to advocating in 2011-2012 on the renewal of Quality Money with the Board of Governors as a valuable and important campus community engagement program.

**SUPER Work**

*(Students’ Union Program for Education Related Work)*

In February 2011, the SU launched a new three-year program under Quality Money designed to support students in their quest for summer work related to their academic programs and career aspirations. SUPER Work can provide a $1,000 wage subsidy award to undergraduate U of C students earning less than a competitive wage at a summer employment position related to their degree program. 75 student awards will be distributed this summer.

**Academic Events**

**The SU as an Event Planner**

**Undergraduate Research Symposium**

In November 2010, the SU planned and held its 5th annual Undergraduate Research Symposium to celebrate the research work of undergraduate students at the University of Calgary.

Over 120 undergraduates presented their research to judges and students and other members of the campus community. This year’s event saw significant growth in student researchers, a 50% increase over the previous year, and added a number of resource-based displays to support student research and get more students involved.

With the gracious participation and support of our on-campus partners: the Office of the Provost, the Alumni Association, Office of Sustainability, The O’Brien Centre (Health Sciences), The Graduate Students’ Association, and 26 Faculty judges, the SU was able to recognize exceptional research in a diverse range of subject areas. A total of $10,000 was awarded to undergraduate student researchers (up from $8,500 in the previous year).
A pre-event Evening Reception featured Dr. Elizabeth Cannon, U of C President and Doug Weadick from the Ministry of Advanced Education as keynote speakers.

**Deans Dinner**
In November the SU brought together Faculty Representatives and Deans, Associate Deans and Senior Administration to create a platform for dialogue through a social networking event. It provided an opportunity to inform the Deans, Associate Deans and senior administration on the SU and its activities.

**Academic Awards**

*The SU as a Funding Agency*
With the understanding that many students face unique financial challenges while attending school, the SU offers a number of financial supports and monetary award programs designed to assist students to take full advantage of academic and personal development opportunities despite personal financial challenges.

Last year student donations through the peer bursary levy led to over $1 million in bursaries distributed to deserving students. In addition to awards directly administered by the SU, several awards are funded by the SU and administered on our behalf by the university’s Student Awards and Financial Aid Office. Awards like the Students’ Union Campus Involvement Award (7 annual awards of $1,000) and Dr. Peggy Patterson Bursaries (2 annual bursaries of $2,500) are supported by grant funding provided through Quality Money.

The SU remains committed to ensuring that a variety of grants, awards and bursaries are made available to undergraduate students to pursue their studies.

*Travel & Conference Funding*
The SU provides Travel and Conference funding for full and part-time undergraduate students wishing to attend a conference or competition related to their area of study or professional development. To date, the 2010-2011 program has provided just over $47,500 in grants to enable 264 students and 32 groups to attend conferences and competitions.

*Refugee Student Program*
In March 1986, the students at the U of C voted to establish a student levy to sponsor a refugee student. The program mandates that the SU, through World Student Services of Canada ("WUSC"), sponsor one refugee student per academic year in pursuit of a university degree.

The fund, which is administered by the Refugee Student Board (RSB), has sponsored 19 students to date providing a total of $47,000 of funding per student through four years of academic study. In 2011 the program will be celebrating its 25th year at the U of C. A student referendum, held during the 2010 General Election, increased the student levy enabling the program to sponsor two students per year beginning in September 2011.
H. The Quality of Student Life

The SU as a Promoter of Student Engagement

The SU believes that the student experience involves more than just the classroom. The SU is dedicated to providing a wide range of health and lifestyle programs, events, resource centres, volunteer opportunities, information services, awards, facilities, business products and services and support to organizations like clubs to ensure that all the resources and choices are in place to create an excellent student lifestyle.

Through the 2010 student survey, students gave SU services and programs an overall satisfaction and value rating of 77% (good to excellent). Frequency of use for our businesses was 47% higher than programs and services. Lifestyle services and supports like the Information Centre, club support, volunteer opportunities, off-campus housing, Safewalk and the Campus Food Bank all ranked in the 84-94% range on student satisfaction.

Satisfaction with SU events rated lower with 59% agreeing that events were inclusive. 53% of students were satisfied with the current line-up of events. Students expressed the need for more information on events (74%) and wanted to see SU sponsored events in the areas of student interaction (74%), academic events (73%) and student groups and clubs (66%). Events like BSD and Culture Month were the most popular.

SU Clubs

The SU continues to support opportunities for students to get involved in clubs, student societies and various student-led activities on campus. In 2010-2011 the list of clubs continued to grow from 220 clubs to 245 SU-sanctioned clubs. With clubs for students involved in athletics, music, theatre, social issues, volunteering, religion, cultural issues, politics and academics, quite literally there’s something for everyone. It is conservatively estimated that over 5,000 students participate in clubs at the U of C.

This year the SU budgeted $28,000 to assist clubs with their activities and events and held two recruitment Clubs Weeks in the Student Centre at the beginning of the fall and winter semesters. 120 clubs participated in these events. All clubs are provided with the opportunity to book two free meeting rooms per week to support their activities.

In addition to new club space opening in the Student Centre, the program expanded in 2010-2011 with new events and new opportunities. The SU invested in a new professional development conference in October, the Clubs Leadership Summit, which was attended by 80 club executives. University President Elizabeth Cannon and Drew Dudley, Student Leadership expert and a series of eight session speakers shared information on strategic planning, volunteer recruitment, events planning and sponsorships.

In November, the SU held the Clubs Town Hall to engage clubs in presentations and discussions on the value of being sanctioned by the SU, club responsibilities, funding and services.

In March of 2011, the SU launched the first ever Students’ Union Club Awards call for nominations. The SU wants to recognize great clubs for their contributions to the quality of student life on campus. All sanctioned clubs had an opportunity to nominate themselves or another worthy club in twelve award categories, including leadership, community service, academic, innovation, student life, sustainability, advocacy and more. Student and Enrolment Services and the Alumni Association also participated by sponsoring special awards. Awards will be presented at a new gala clubs event in April.
SU Events

The MacEwan Student Centre has the venues and the SU brings the events. SU events are categorized as mandated events, weekly events and special events.

Mandated events include annual celebrations like Orientation Week, Nogfest, Holiday Hangover and Bermuda Shorts Day (BSD). During Orientation Week, the SU held a series of compulsory information sessions about the organization for first year students and sponsored a number of events. Supported by corporate sponsors, Cinemania on the Lawn attracted more than 400 students and more than 3,500 attended the Kick-Off Tailgate Party at McMahon Stadium.

Nogfest, the seasonal celebration of the end of the fall term saw students don their ugliest holiday season sweater. The SU sold 213 sweaters and raised over $2,700 for the Tom Baker Cancer Centre (double last year’s contribution). The week featured a variety of holiday activities culminating with celebrations in That Empty Space and The Den at week’s end. 2011 and the beginning of winter semester classes opened with Holiday Hangover with more than 200 students attending an indoor winter carnival.

Preparations are underway for the biggest celebration of the year – Bermuda Shorts Day or BSD on the last day of classes in April. This year BSD will celebrate its 50th anniversary – a significant student tradition at the U of C. The SU is launching a Be a Smart Drinker Campaign to remind students to be safe.

On the weekly event front, the SU operated Cinemania events attracting close to 1,000 students since September. With a facelift and new location to serve students better this year, That Empty Space continues to offer an unpretentious student setting where students can chill and take in some conversation, refreshments and local entertainment.

That Empty Space also featured 10 artists during the year that drew an additional 522 people and weekly Yoga in the Space entertained 391 campus community members.

Mandated and weekly events were supplemented by a number of special SU events like Wellness Week. Deadlines, family pressures, finances and other post-secondary life stresses can test the best of us. In November, Wellness Week provided an opportunity for the campus community to focus on mental, physical and social wellbeing. Campus Food Bank drives, Lunch and Learn Sessions, Study Tip Handouts and a major Wellness Services Fair the week of November 22 with displays, presentations and health-related events complemented a number of other Wellness events occurring around campus during the month.

In March with a theme and major event called One Campus One Love, the SU held Cultural Month. This event was a celebration of the diversity of the student and campus community with music, dance, cultural displays, movies and fashion.

Health & Lifestyle

The SU continued to provide undergraduate students who do not have alternate supplementary health and dental care plans with access to a comprehensive set of health insurance benefits, as well as dental coverage offered through a network of dental clinics located throughout Calgary.

The SU added vision care coverage to its supplementary health care plan in September 2009 and is currently renovating space within MacEwan Student Centre to provide for an optometrist office.

Based on research on similar programs in post-secondary institutions in western Canada, Ontario and the east coast, the SU Student Health and Dental Plan remains the least expensive to students; some 20% cheaper than the average cost of student plans in Alberta and 11% cheaper than the average cost for all western universities. While the SU has been able to keep the cost the same, students are using it more and more. When comparing the last two benefit years, the number of users was up 13% for health and 24% for dental. The program paid out $1.6 million for student health and dental claims.

Safewalk

The SU is a major sponsor of Safewalk, a service run by Campus Security with student volunteers who are available 24/7 to walk people safely to their destination anywhere on campus (including McMahon Stadium, Health Sciences, Student Family Housing, the Alberta Children’s Hospital and the University LRT station). The SU provides $12,000 in annual funding to Safewalk to help maintain this free service for students.

Off-Campus Housing

Safe and affordable housing can be a concern for undergraduate students, so the SU provides a free on-line searchable list of accommodations linked to the SU website that students can search. Landlords pay a nominal fee to post advertisements, while listings remain free for all currently registered post-secondary students. The SU is exploring options to improve overall service for both landlords and students.
‘Q’ Centre

In November of 2010, the SU opened the doors of the new ‘Q’ Centre in the MacEwan Student Centre, the first ever, on-campus space devoted to serving our lesbian, gay, bisexual, transgendered and queer community and their allies. This new space, supported by 25 volunteers and a full resource library donated by OutLinks, offers a safe and supportive environment as well as educational programs and resources.

In partnership with the U of C, the SU launched the “It Gets Better Campaign” featuring 36 online videos that have had over 9,400 views since its November start. In March partners held The Coming Out Monologues, a two-day event featuring performances and monologue presentations from the community.

Sustainability
The SU as a Supporter of Sustainable Practices

The SU has been a campus leader in promoting awareness and actions on sustainability. As a result of the development of a Sustainability Policy, the SU has established the Students’ Union Sustainability Board to influence and effect environmentally sound and socially ethical decisions made in the SU. With the Board’s support and advice, SU departments and programs embarked on a three-year rolling action plan for the period of July 2010 to June 2013.

The Board is designed to carry out awareness and education programs to promote better understanding of environmental issues, such as energy management, new building and renovation, purchasing, site maintenance, transport and waste and water management.

On campus, the SU runs a beverage container recycling program. Containers are collected by four part-time mentally challenged staff who are paid from the proceeds of the SUSB fund and supervised by a case worker from the Developmental Disability Resource Centre. Beverage containers are picked up weekly by the VRRI (Vocational & Rehabilitation Research Institute). The SU also has a paper and cardboard recycle program and has partnered with the U of C to have pre-consumer organics picked up from the Den and to properly dispose of mercury filled light bulbs.

The SU Sustainability Board administers the Sustainability Grant Fund that provides capital funding under Quality Money to worthwhile student generated projects and activities that support the SU’s sustainability agenda. This funding has contributed to the viability of numerous sustainability initiatives, including:

- WUSC - Fair Trade
- Campus Composting – Eat Dirt Program
- MacEwan Student Centre Waste Audit
- My Market
- STOR Composting
- Bound & Copied Cloth Bag Program
- NUTV - Green Lite Festival Grant
- Month-end Financials Software- Digital Report
- Office Motion Sensor Light Switches

The MacEwan Student Centre itself can generate a metric tonne of waste per day. In April the SU and SUSB held Trash Talk. The three-day event showcased a pile of trash in the Student Centre Courtyard - all the garbage that is tossed away each day at the MacEwan Student Centre. Trash Talk aimed to get people thinking about what they throw away. The event featured winners of the Trash Talk photo contest and various informational displays. A Bring Your Own Mug coffee promotion was offered by The Stor. The event highlighted our current recycling efforts and was a call to action for the campus community.

The SU and SUSB have been working diligently this year to transform the Student Centre into a Styrofoam Free environment. As a result of student surveys and work with building tenants, the facility plans to go styro-free in September 2011. Respondents to the survey overwhelmingly preferred the use of biodegradable containers (93.4% agree) and 77% were prepared to pay an additional 25 cents on a $7.00 meal to make this happen.
Volunteer Services
The SU as a Volunteer Coordinator

SU Volunteer Services provides a range of volunteer service opportunities both within campus serving fellow students and out in the “real world” serving the community. On campus students can get practical experience in hospitality with the SU Information Centre, professional office experience, tax preparation experience or organizational experience at the Campus Food Bank by volunteering for the SU. Through “Real World” the SU supports the community through a series of volunteer opportunities working with children and high school students, social and cultural agencies, and homeless shelters and arts organizations.

Volunteer Services runs 11 programs which are currently supported by about 250 volunteers and 11 part-time student coordinators. By way of program examples, the Alternative Spring Break was held over Reading Break and had a total of 18 volunteers spend three days at organizations around the city, such as Salvation Army, L’Arche Calgary and the Interfaith Food Bank. With financial industry support, the Volunteer Tax Program, which started in February, is running longer hours each day than it has in the past to be able to accommodate the demand. Last year the program completed almost 1,000 tax forms for the campus community.

Administrative Volunteer Program volunteers were introduced for the first time in the Conference and Events office. Volunteers also assist in the main SU office and the Volunteer Services office.

Into the Streets was especially successful this year, with over 15 volunteer events held this past fall semester in conjunction with local community groups like Mustard Seed, Drop In Centre and Inn from the Cold. Students for Literacy had a very successful year with 26 tutors being matched with a variety of learners this year.

Campus Food Bank
Initially established to support students during lean times, the Campus Food Bank has expanded to serve thousands of people that are part of the greater campus community, including students, alumni, faculty and campus staff. Weekly food hampers are provided to those in our community that are in need.

Campus Food Bank participated in the Centre for Community Engaged Learning’s (CCEL) Trick or Treat campaign to gain food donations in October. With excellent media coverage coupled with our own Holiday Food Drive in November, the Food Bank received an outpouring of donations. The SU also organized the Adopt-a-Family program in December to assist needy student families by matching them with donors who provided gifts for their children for the holidays.

The Campus Food Bank collaborated with Mount Royal University (MRU) and Alberta College of Art and Design (ACAD) to expand services to their students from October to May. They provided our students with other food security options and a donation. The SU also partnered with Meal Exchange and the CCEL to host Hunger Week in March. The week highlighted food security issues through daily lunch sessions and The Hamper Project, a project that engaged a group of student and university volunteers in living on a food hamper for a week. The volunteers participated in a popular blog. The UN World Food Bank has launched a story on this project.

Information Desk/Lost & Found
The SU as an Information Provider

The SU Information Centre/Lost and Found in the Student Centre had a makeover this year with big poster boards and leaflet holders, making it easier for the public to access information about the SU and campus services and activities. The coordinators implemented a strategy to better track the types of questions asked at the Centre. This information will be analyzed at the end of the year to see if further changes to the Info Centre are needed to better serve students.
SU Businesses

The SU as an Entrepreneur

In addition to the products and services of Bound & Copied, the SU operates other businesses in the MacEwan Student Centre; the proceeds of which are reinvested directly into SU student programs, services, awards and events.

Stor

The SU does convenience. Stor continues to increase the number of healthy alternatives available to meet students’ hunger needs. Stor carries a variety of organic and exciting new products and maintains very student friendly pricing. Stor is working to maximize its partnerships for great deals for students by offering specials, free product for clubs for their events and running promotions that have valuable giveaways for students. An example is the Pepsi promotion which is giving away weekly ski passes and a grand prize of a weekend in Sunshine for 6 people. The Stor offers a 10% club discount to students who are active members of SU Clubs.

MacEwan Conference and Event Centre

The student-owned and professionally managed MacEwan Conference and Events Centre (MCEC) features 20,000 square feet of dedicated function and event space, including an 8,775 square foot hall and a 6,000 square foot ballroom with nine additional function rooms and breakout spaces, most with natural lighting. The Centre also features an additional 20,000 square feet of open concept spaces.

This SU venue plays host to a multitude of events including large conferences, tradeshows, meetings, holiday parties, weddings, television productions and concerts. The Centre continues to host major external clients like Loblaws, Smart Technologies, Novatel, Sysco and TransCanada Pipelines. In addition to providing free space to accommodate student clubs, the Event Centre has hosted hundreds of events for both on- and off-campus clients hosting thousands of people. The Centre also rents table space in the MSC to provide non-pro

The events that MCEC hosts benefit students, the university and the local business community by generating hundreds of annual room nights for local hotels.

The Den and Black Lounge

The SU-owned and professionally managed Den has been a student tradition for more than 40 years. The Den and Black Lounge are a regular hot spot for students with two floors of food, beverages, dance and fun offering indoor dining, relaxing on the patio or private partying in the Red Room. Thursden at The Den continues to be “the” social activity on campus for students.

The Den is continuing to focus on offering great food and beverages at student-friendly prices in a relaxed, comfortable and safe atmosphere for patrons. The Den has introduced new menus (more diverse burger specials) with great success to cater to its student market. The Den also works with its key supplier, Molson, to continue to introduce new beverages that are in demand.

Mac Hall and Ballroom

The SU-operated Mac Hall is one of Alberta’s biggest and best concert venues, having hosted hundreds of chart breaking artists from all corners of the entertainment world and attracting both on- and off-campus clients. With the downturn in the concert industry as a whole, the SU entertainment program is finding ways to continue to be competitive in this challenging market.
I. Affordability & Accessibility

The SU as an Advocate

Based on the SU Student Survey, a majority of undergraduate students believe that the SU and the student community can influence the university (58%) and levels of government (52%).

The SU is focused on advocating for all undergraduate students on an affordable, accessible and quality post-secondary education experience. Student debt, quality of education and campus services and safe and affordable housing are topics on which the SU lobbies and advocates on students’ behalf. Ongoing discussions with university administration and stakeholders and lobbying efforts with municipal, provincial and federal levels of government, sometimes as part of provincial or federal post-secondary interest groups, are targeted towards protecting undergraduate student interests.

At the Municipal Level

Much of the SU’s advocacy efforts in 2010-2011 were focused on the municipal level of government with two major initiatives. In September and October, the SU’s iVOTE campaign was significant in increasing U of C students’ involvement in the 2010 civic election. iVOTE included a well-attended mayoral forum; some 600 participants and an effective get-out-the-vote direct marketing campaign which helped UofC have the seventh most popular advance polling station in the city. The “youth vote” was widely seen a significant factor in the mayoral election post mortems.

The SU’s key municipal issue is the legalization of secondary suites, a popular but unregulated and potentially unsafe form of student housing. Along with numerous lobby meetings, public statements and even a rebuttal published in the Calgary Herald, the SU commissioned a ward-specific public opinion poll that demonstrated significant support for secondary suites across the city and in the wards of the Aldermen who were opposed or wavering on the issue. 75% of the 1,585 Calgarians polled support secondary suites in their own neighbourhood. Work on this complex issue will continue into 2011-2012.

At the Federal and Provincial Levels

Provincially the SU is a member of the Council of Alberta University Students (CAUS). CAUS continues to lobby for the regulation of non-instructional fees after significant increases to these fees were approved by U of A and U of C last year. In 2010-2011 the SU’s VP External served as CAUS Chair and successfully built new student union partnerships across the country. With a provincial election on the horizon, CAUS continues to lobby on removing onerous rules to make it easier for students to vote.

Federally the SU is a member of the Canadian Alliance of Student Associations, (CASA). This year CASA lobbied on amending the way federal student loans are awarded, the Copyright Act, and creating a dedicated Canada Education Transfer to ensure adequate funding of Canada’s post-secondary institutions. In March the SU began discussions on the student agenda for the upcoming federal election in early May.

At the University Level

The 2010 Student Survey assisted in identifying university issues that were important to undergraduate students.

Students identified the following in order of priority - Academic Staff (92%), Financial Aid (91%), Student Services (88%), Information Technology (84%), Library Resources (82%), Physical Infrastructure (76%) and Research (59%).

The SU Executive have been diligent in representing student interests at the university level. From the highest governing body at the University Board of Governors, to the University Senate, to various academic committees, to Steering Committees/Task Forces on institutional learning plans, master plans for the Student Centre and the University’s Proposed Strategic Plan and future directions, the SU has represented the student community as the voice of undergraduates. The SU also provides input on the university’s business plan and budget to ensure transparency and accountability.

Although tuition increases were minimal this year, increased by 0.35 percent in accordance with the Consumer Price Index, students have seen a dramatic increase in the total cost of education during the past year as the $450 mandatory non-instructional fee and business market modifiers were implemented by the university. The predictability model previously held by the university is now challenged by these increases. For these reasons, the SU opposed the tuition increases this year at the Board of Governors.

The views of students in the 2010 student survey was clear, 78% strongly or moderately agreed that the reduction of tuition was preferred to increasing bursaries. Students also provided a profile of how they pay for their tuition costs with 48% receiving support from family, 46% using summer work, 41% using savings, 32% working during the school year, 30% using government loans, 28% using merit based grants and bursaries and 22% using other government bursaries. 10% cited student loans as their primary source.
This year, the SU continued to support creative summer work programs (like SUPER Work), advocated on changes to student loan programs and supported a range of grants and bursaries to assist students with tuition and post-secondary costs.

**SU Fees and Financial Statements**

**The SU as a Financial Manager**

In 2010-2011, there was one student fee change made by the SU in response to the U of C Board of Governors’ decision to approve a mandatory non-instructional fee on April 12, 2010. The new fee displaced certain fees that were previously collected by the SU in support of the Disability Resource Centre, the Career Services Centre, and the Women’s Resource Centre.

In view of this decision, collection of fees for both fall and winter sessions in the amount of $3.50 for full-time students and $2.75 for part-time students were discontinued by the SU. Collection of fees for spring and summer sessions in the amount of $2.25 for full-time students and $1.75 for part-time students was also discontinued. The SU only levies student fees in response to approved referendum questions (where undergraduate students vote in favour of establishing a particular fee).

**SU General Fee**

All undergraduate students at the U of C are members of the SU, and are levied a membership fee to assist with subsidizing the organization’s annual operating and capital costs. As a non-profit organization, the SU returns all of its revenues to students in the form of free or subsidized programs, services, and/or events.

The SU General Fee in 2010-2011 for full-time students was $32.50 per fall and winter terms and $7.50 per spring and summer terms with part-time student paying lower fees. The SU General Fee comprises approximately 11% of the organization’s total operating revenues with the bulk of revenues coming from its various campus businesses. These represent some of the lowest student fees in the country. By way of comparison full-time students at the University of Alberta pay student fees that are 10% higher per term (200% higher for spring and summer terms).

**Flow-Through Funding**

Based on previous student referendums, the SU continues to collect and disburse fees to organizations such as NUTV, The Gauntlet, Student Legal Assistance, and CJSW, based on submission and acceptance of their annual reports. The SU also collects a Library Assistance Fee to fund an endowment for the annual purchase of student learning materials. Elected members of the SU sit on the committee that identifies the student resources that the library may purchase.

The SU administers a fee on behalf of the Refugee Student Program, This coming fall two new sponsored students will be hosted by the program. Students also contribute a small fee to both the Committee of 10,000 as well as SU Volunteer Services which helps subsidize volunteer operations such as the Campus Food Bank.

**Optional Fees**

Students also have the choice to opt out of the SU Health and Dental Plan Fee which provides students with a comprehensive set of health insurance benefits, supplementary to any provincial health care plan. Students can pay an optional Student Peer Assistance Bursary Fee which creates bursaries for students in proven financial need.

**Operating and Financial Management**

The SU continues to carefully manage our percentage of student fees to total operating revenue without compromising the value of services and programs we offer to undergraduate students.

The SU is a forward thinking organization that is often cited as a role model and leader for student unions in the country. The SU maintains a diversified and balanced range of revenue sources shielding it somewhat from major market fluctuations in industry or business sectors. In 2010 approximately 83% or $10.54 million of the SU’s total operating revenue was produced by a range of businesses and tenant revenue.

The SU’s major revenue source was from MacEwan Conference and Event Centre operations (20.3%) followed by a balanced combination of The Den (19.4%), concerts (16.7%), tenants (15.1%) and retail operations (10.9%).

This financial management model enables the SU to create employment opportunities for students, provide a full range of business products, services and events to support student life on campus, support a broad range of student clubs and deliver a range of academic and student life programs at no charge to undergraduate students.
J. Partnerships

The SU as a Partner in Success

One of the SU’s primary objectives in 2010-2011 was to build positive and proactive relationships with university administration and the Board of Governors on matters of mutual interest and importance. While one of the SU’s roles is advocacy with the university to ensure student interests are represented in university decisions, there is an equally important role in working in partnership and ensuring mutual support of events and activities that benefit undergraduate students.

The SU was pleased to be invited to be part of the installations of President Elizabeth Cannon and Chancellor Jim Dinning and was honoured to have President Cannon attend her first SLC in November of 2010. The SU also hosted Chancellor Jim Dinning on their CJSW radio show, “So SU Me,” and gave him a tour of SU facilities in MacEwan Student Centre and Hall in October 2010.

This year, the SU President had the privilege to meet with individual Board of Governors Members and speak about the SU as an organization and its home at MacEwan Student Centre. The SU President was also invited to be part of the President’s Advisory Committee on the Status of Women chaired by Dr. Adrienne Kertzer.

The VP Student Life and the Associate Vice-Provost (Students) partnered to start the Campus Engage Committee which brought together approximately 20 university services to touch base on a regular basis on current campus initiatives and potential partnership opportunities.

The SU has been part of the following senior administration search committees:

- SU President on Vice-Provost (Students) Search
- SU VP Academic on Provost and VP Academic Search
- SU VP Academic on VP Research Search

The SU also thanked Jack Perraton, former Board of Governors’ Chair and Charlie Fischer for their years of service at the University of Calgary and for listening and working closely with students.

On events, the SU partnered with several university organizations, faculties and departments to build events and activities for students. This included:

- Alumni Relations for the Graduating This Year Events
- The Senate for this year’s Lecture of the Lifetime to be held in spring 2011
- U of C Open House (more than 400 visitors to the SU booth)
- Nursing Holiday Luncheon at the MacEwan Event Centre
- Dino Pride campaigns
- Orientation Week
- Clubs Leadership Summit
- It Gets Better Campaign and Coming Out Monologues
- Arts Faculty Launch
- Hunger Week
- Last Lecture
- IDB Youth Day, and more

The SU also instituted regular meetings with Student and Enrolment Services to coordinate and report on partnership activities.

Through its formal SU partnership program, the SU provided a range of financial, communications and in-kind support to student and university activities. The SU supported and sometimes co-managed events with Student and Enrolment Services providing in excess of $40,000 in financial support. The SU also financially supported university department programs, including Safewalk, Drum Circle, the Women’s Resource Centre and others with contributions exceeding $15,000. Similarly the SU supported Alumni and Graduating This Year activities with a total contribution exceeding $9,500.

The SU provided significant in-kind support to university departments and organizations and students by offering the complimentary use of rooms in the MacEwan Event Centre and complimentary display tables in the Student Centre. This support is offered to numerous departments and organizations within Student and Enrolment Services, such as Career Services, the Native Centre, the Women’s Resource Centre and the Centre for International Studies as well the Residence Students’ Association, Dino Athletics and members of the Tri-Media group.
K. Unfinished Business - Ongoing Initiatives

In early March undergraduate students elected a new slate of Student Executive and Faculty Representatives for the SU. As this new student leadership team takes office and sets out a platform and directions for the SU’s work in 2011-2012, there remain a number of projects and initiatives that are underway within the SU that will carry forward into the new fiscal year.

As an organization, work will continue on refining the new SU governance model and discussions will continue on strengthening relationships with various Faculty Clubs around campus. The branding strategy will continue towards improving the profile and recognition of the SU and its various programs and services, with a particular focus on first year students. New communication plans will include introduction of a more sustainable digital messaging network in the Student Centre, continuing enhancement and new features to the SU website, a more aggressive social media plan and new websites for the MCEC and off-campus housing. The SU will frame a plan to better enable outside businesses and organizations to reach into the student market at the Student Centre.

The SU will remain involved in a leadership role representing students on the finalization and advancement of key university plans including the University Strategic Plan, the Institutional Learning Plan and the Instructional Spaces Advisory Group. As a key stakeholder, the SU will continue to work with other MacEwan Student Centre stakeholders on researching and setting in place a new long range Master Plan for the Student Centre. The SU will implement the Styrofoam free initiative in the Student Centre for the fall of 2011 and continue with physical and sustainability improvements in the Centre.

The SU has plans to host the second Leaders Hall Conference in 2011 attracting student leaders and executive from across the country.

The SU will continue to focus on changes in copyright laws that can impact the SU’s ability to offer affordable course packs to students and maintain attention on the Canadian Roundtable of Academic Materials (CRAM) and the cost of academic materials for students.

The SU will lobby for the continuation of Quality Money with the University Board of Governors as a very successful program and investment in empowering students and the campus community to improve the academic and student life environment at the U of C.

The SU will advance new clubs policy and a more interactive clubs section of the SU website. New ongoing programming will be introduced at the ‘Q’ Centre and events and volunteer services programs will be reviewed and revised based on program uptake.

On the advocacy front, the SU will continue its municipal campaign on secondary suites and advance a ‘get out and vote’ campaign for the federal election. Tuition fees and non-instructional fees will remain a focus at the university level.

The SU will continue to focus on improvements to its business facilities, products, services and events through facility renovations, targeted marketing plans and new service offerings.

The SU will undertake another annual student survey to solicit undergraduate student views and feedback and ensure that the investments and changes being made by the SU continue to respond to the needs and interests of students.

Most importantly, the SU will remain a transparent and responsive organization that will work diligently on behalf of the undergraduate student community at the U of C.

Combined with new platforms of new student leaders taking office in May, 2011-2012 promises to be a busy and exciting year for the Students’ Union.
Summary Statement

2010-2011 has been a productive year for the Student’s Union – one that saw improved relationships with its partner organizations and the university, growth in student participation in its programs and events, advancement on student advocacy issues and the beginning of long range plans for the future of the university and the Student Centre.

In terms of addressing student views from the 2010 survey and achieving its strategic goals, the 68th Students’ Union Executive and SLC have significant accomplishments in such areas as relationship building and profiling the SU, continuing to refine and improve policies and the organization, engaging students and being a strong advocate on issues of importance to students.

The undergraduate student community at the U of C is diverse and as outlined in this report the SU responds with a broad diversity of programs, products, services and events – many that target the specialized needs of a few, many that appeal to larger interest groups and many that target the undergrad community as a whole. Hence, the many faces and roles of the SU in support of students – a strategist, a representative government, a communicator and information provider, a Student Centre manager, a voice on educational excellence, a student life advocate, a business, a partner and above all a common voice and supporter of undergraduate student interests.

The SU remains as strong as its support from the undergraduate student community. It is incumbent on the SU to ensure that students know who the SU is, what it stands for and what it offers to the student community. Its strength is in the level of understanding and participation of students. It is the vehicle through which the strong student voice can be heard on issues that matter.

The SU invites all undergraduate students to become engaged and get involved in their post-secondary experience at the U of C and wishes them continued success in their studies.

The 68th Students’ Union Executive

Lauren Webber, President
Hardave Birk, VP External
James Delaney, VP Operations & Finance
Alyssa Stacy, VP Academic
Jennifer Abbott, VP Student Life

April, 2011